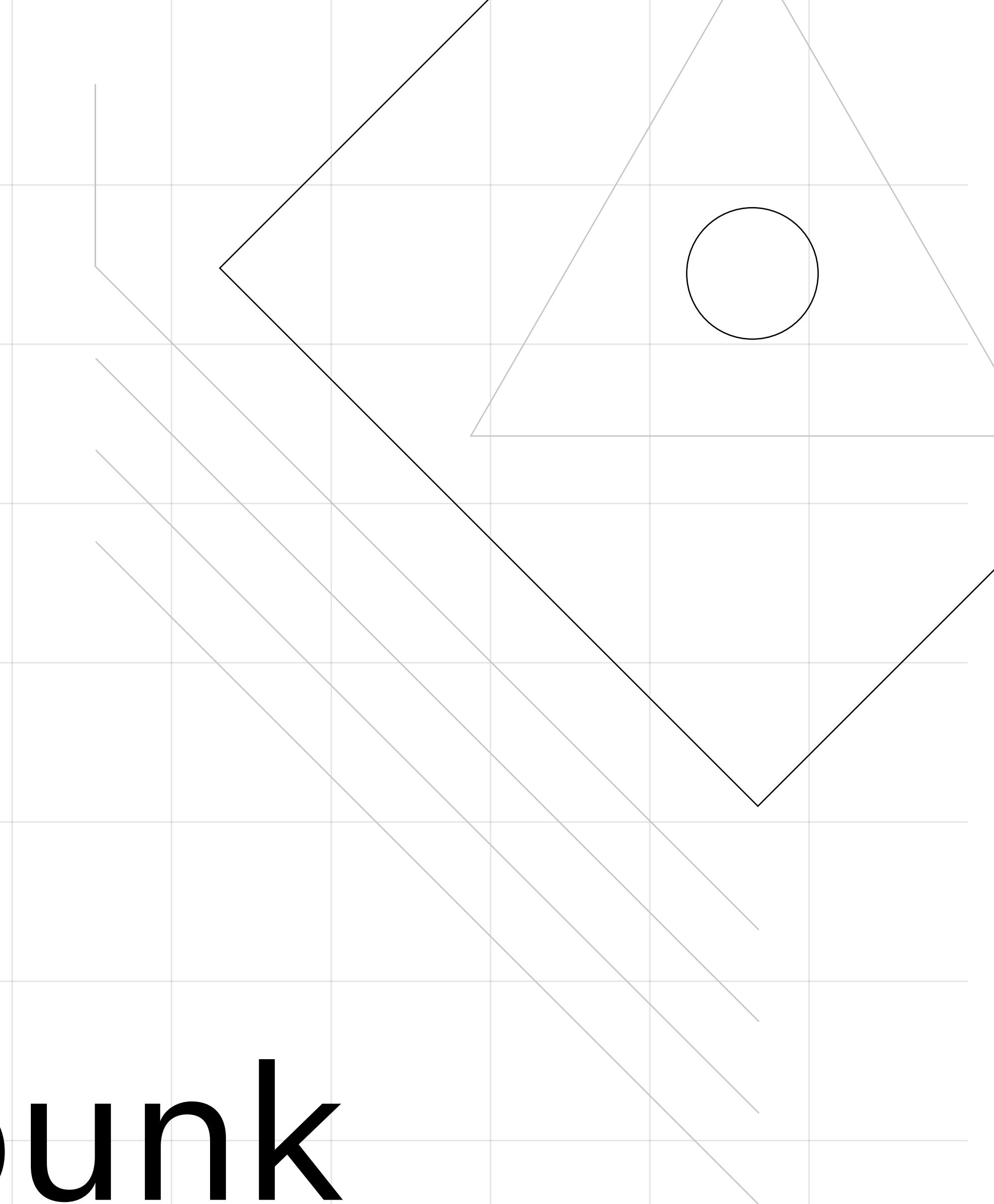
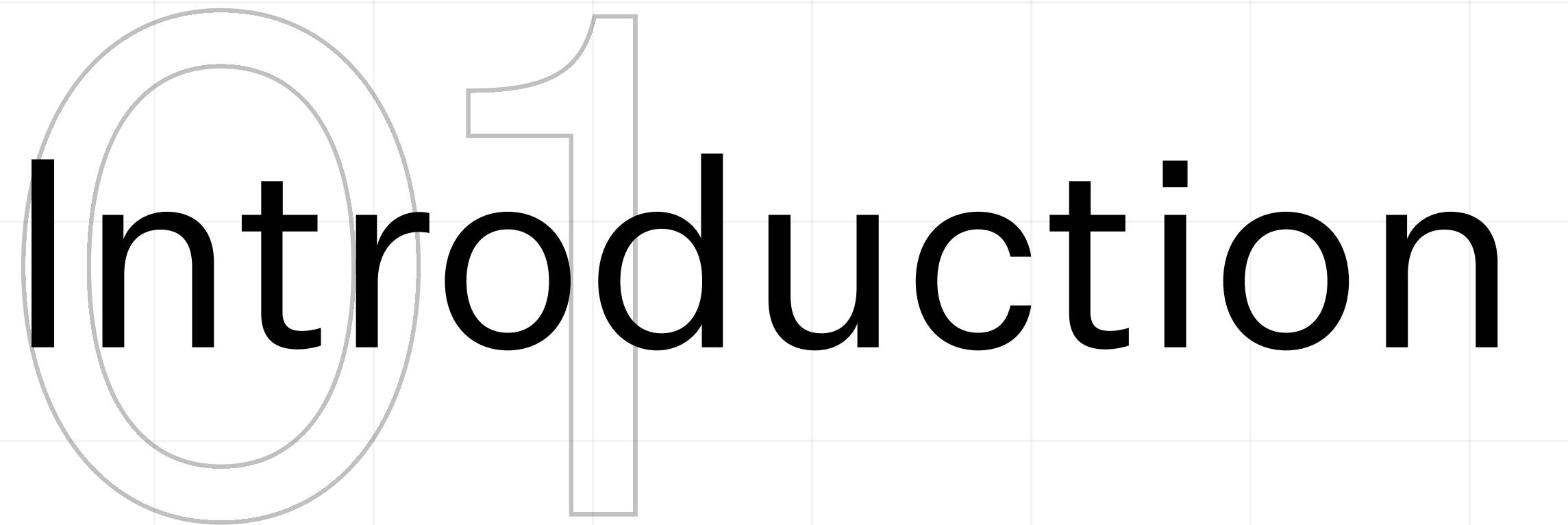


WILL MCCLOSKEY

# Creating a friendlier cyberpunk



# Introduction



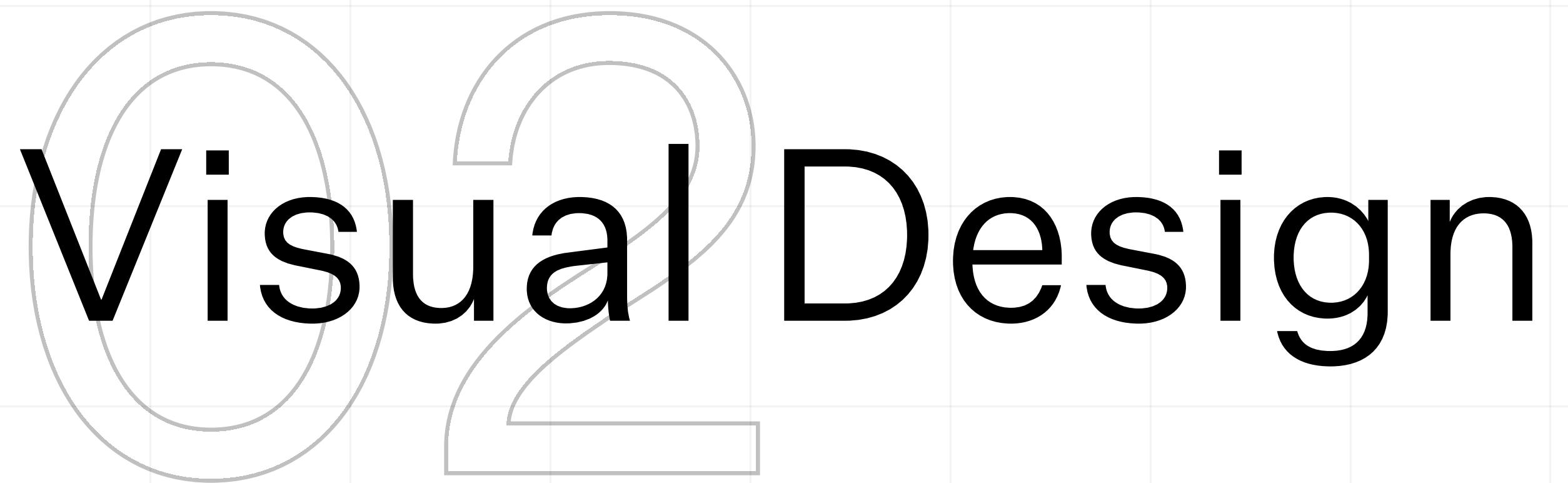
The graphic element to the left of the title consists of two concentric circles with a thin gray outline. A vertical bar is positioned to the right of the inner circle, extending upwards and ending in a small horizontal cap.

# Creative Brief

While originally inspired by the cyberpunk worlds and interactions of movies like **Blade Runner** and its sequel, this project developed into a much tamer version of these interactions, being used as a creative flourish in an **online recipe viewer**.

# Client

I was originally inspired by the Tyrell and Wallace corporations of the Blade Runner universe. This project takes the unique view of an alternate reality for these companies, imagining a universe in which they produce consumer products outside of replicants.



# Visual Design

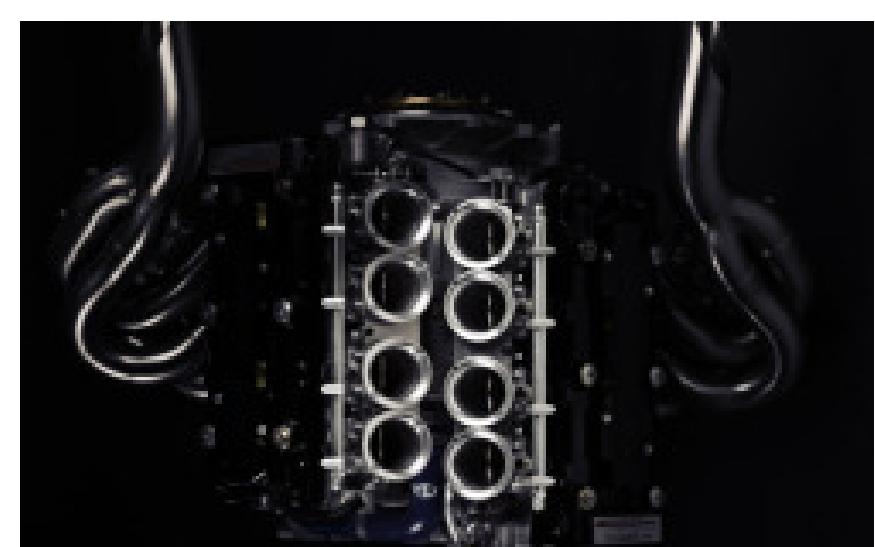
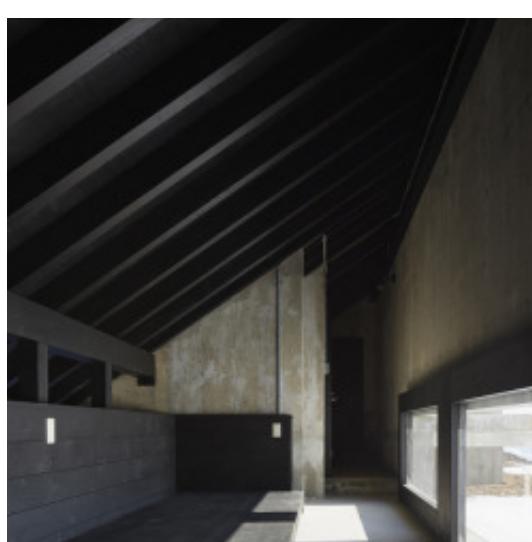
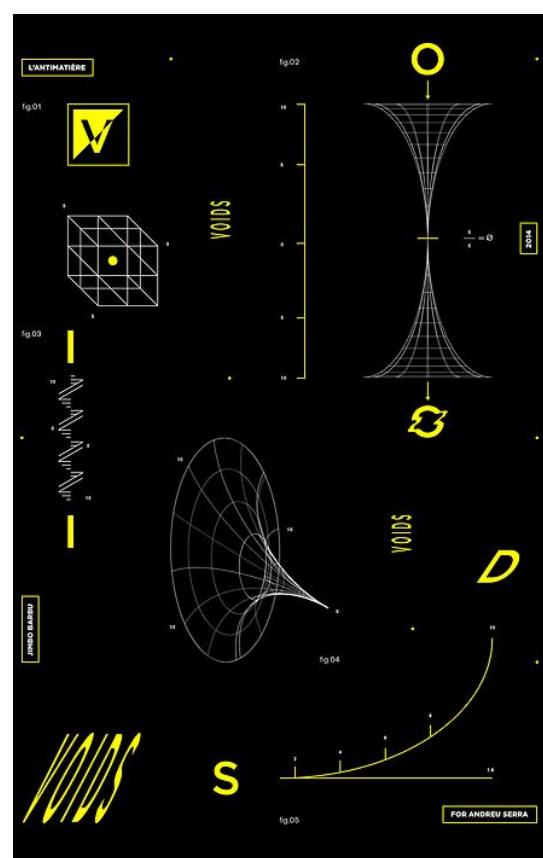
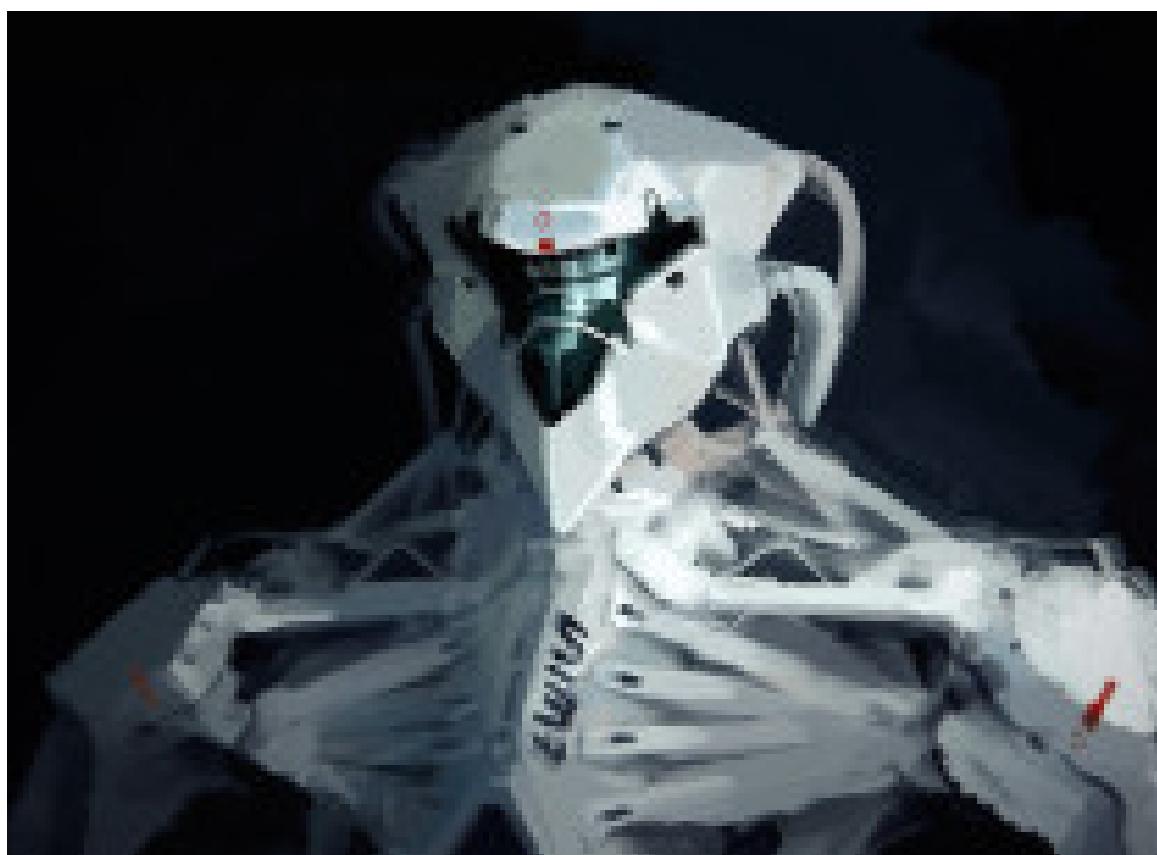
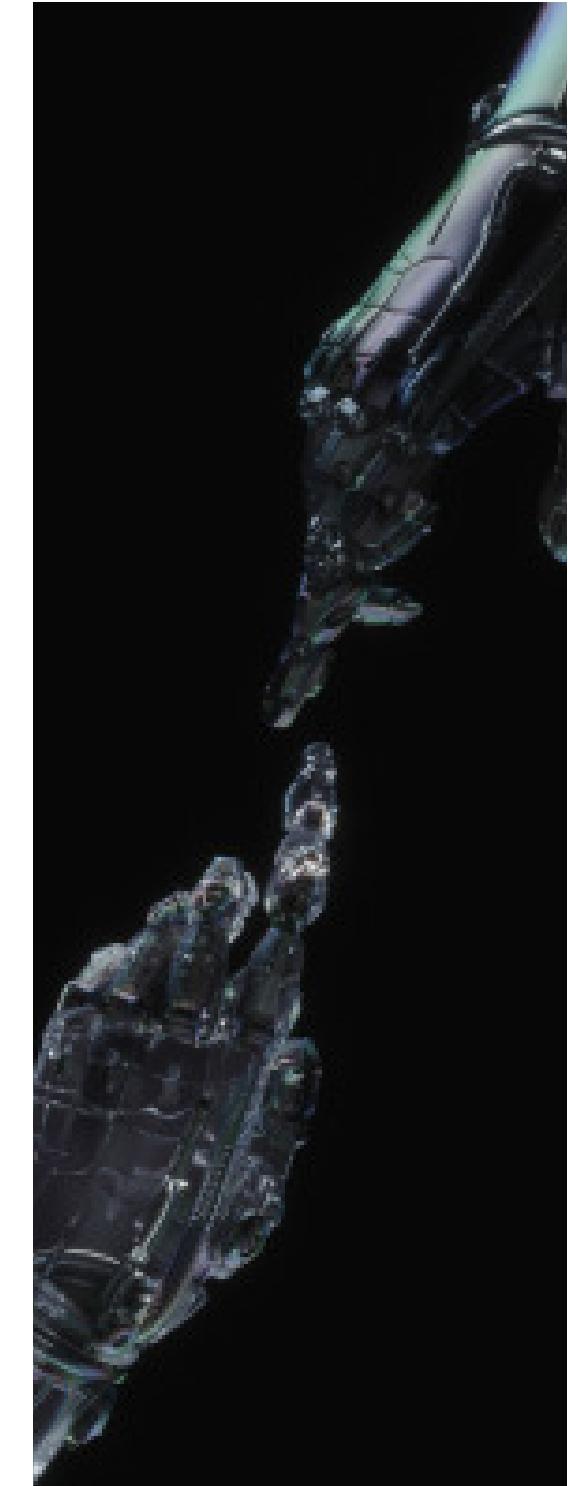
# Wallace Corporation

Founded by Niander Wallace in 2025, and the successor to the Tyrell Corporation, the Wallace Corporation is the second manufacturer of the Nexus line of replicants.

## Keywords

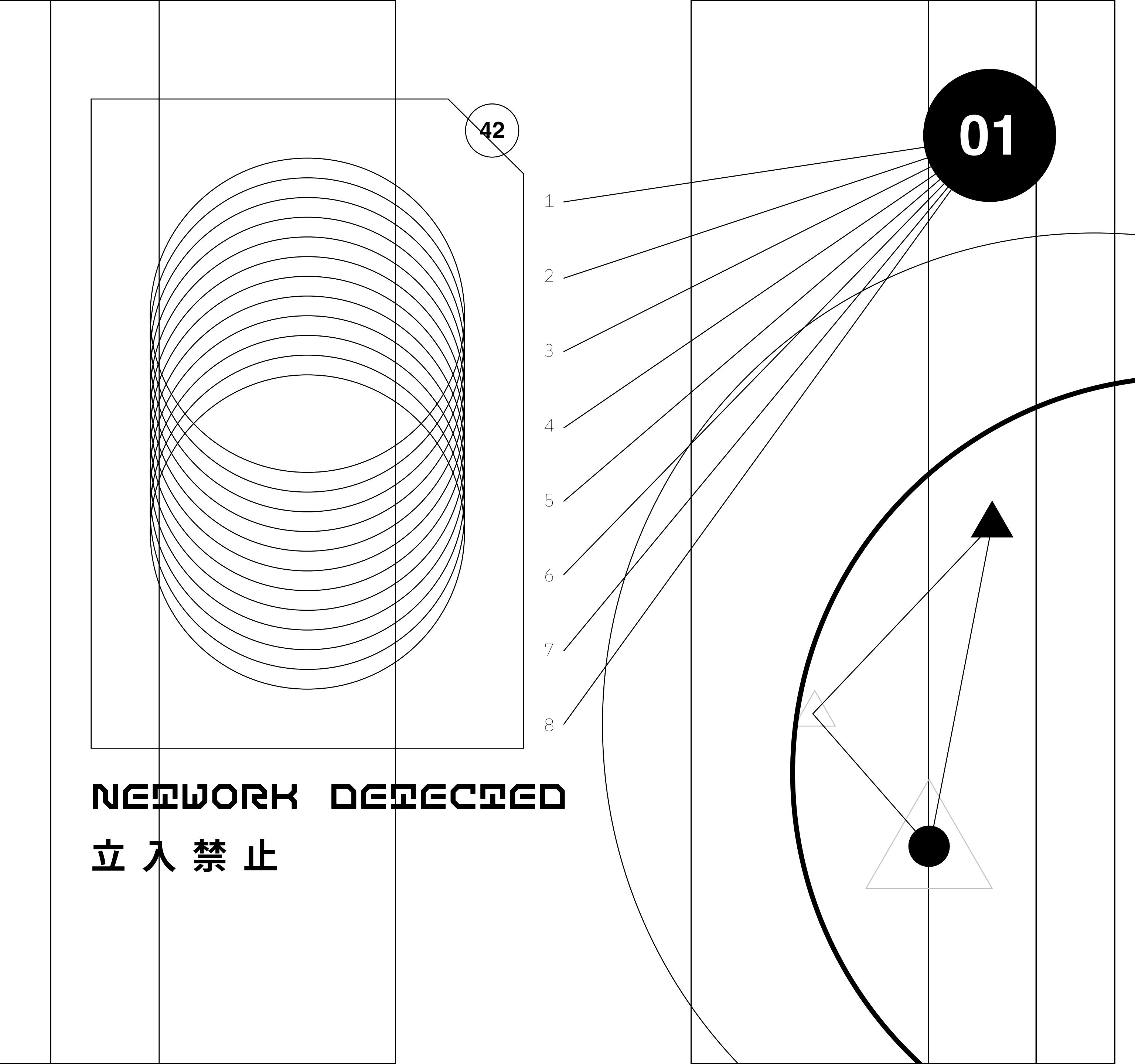
Intricate  
Vector-based  
Holographic  
Geometric

Volatile  
Moody  
Powerful  
Calculating



# Wallace Corporation

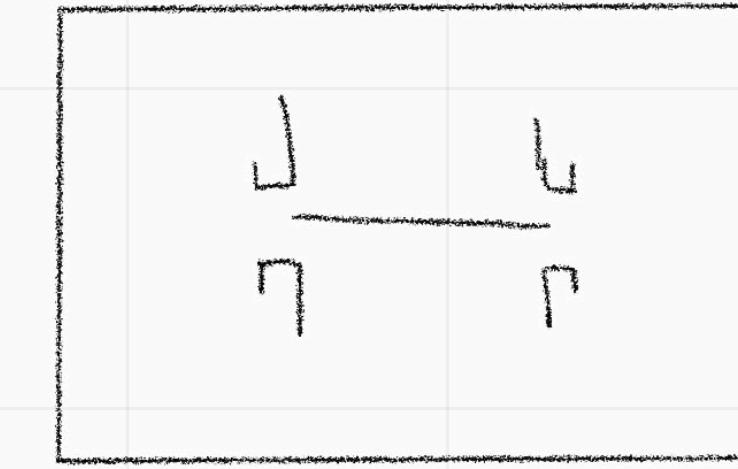
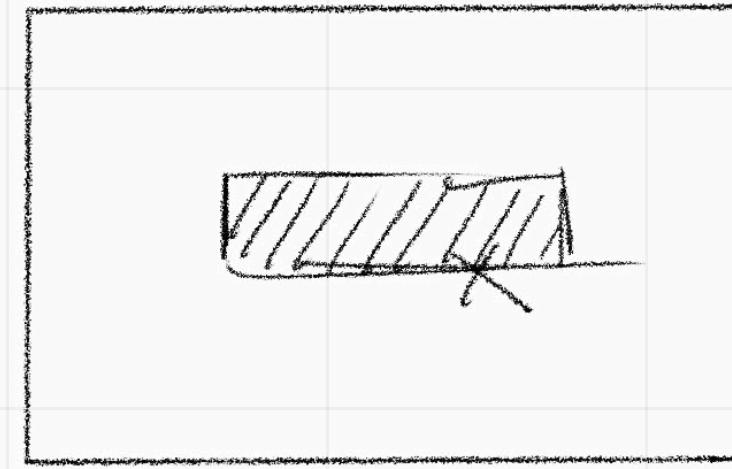
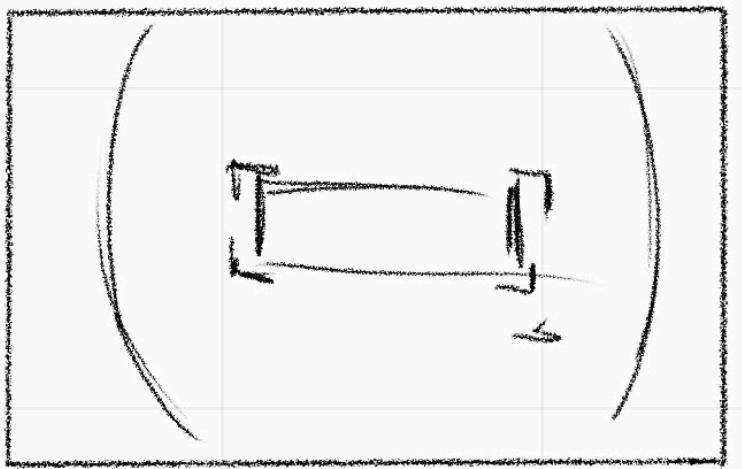
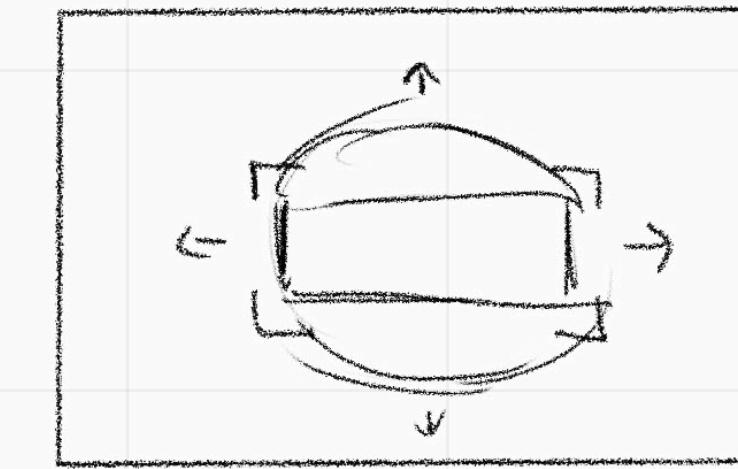
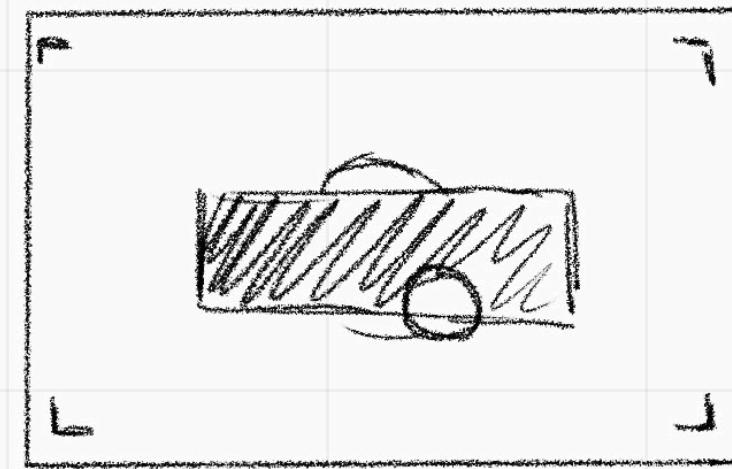
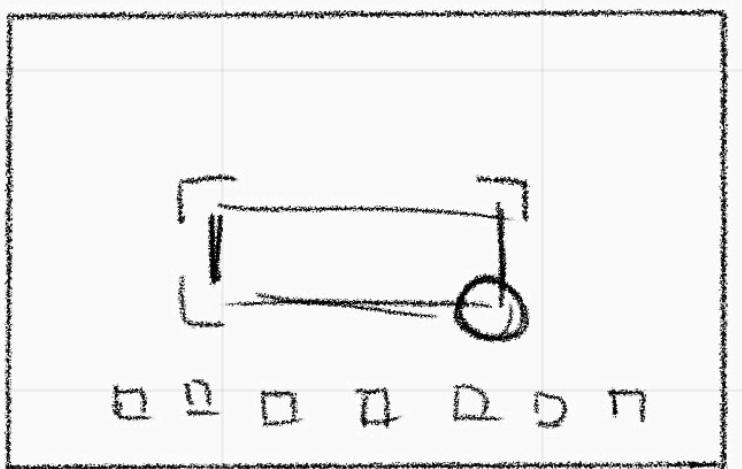
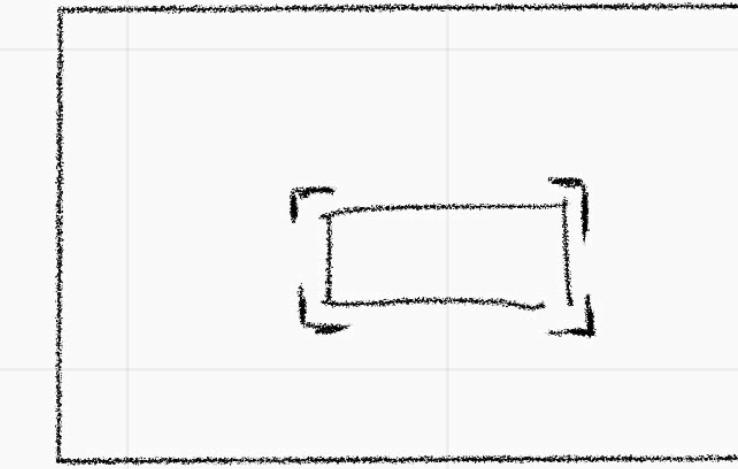
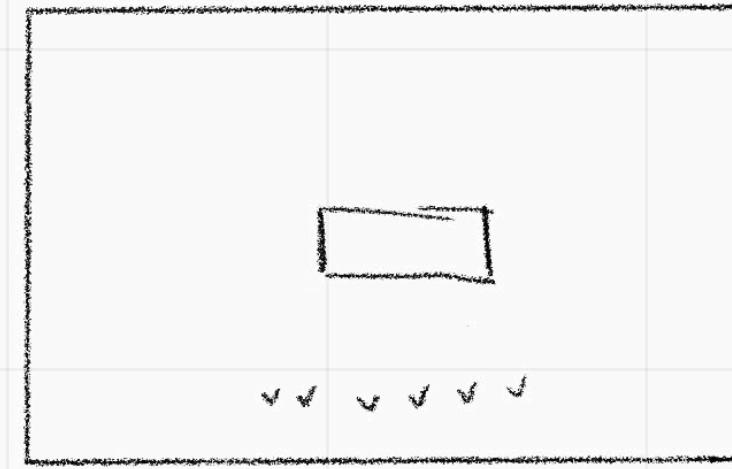
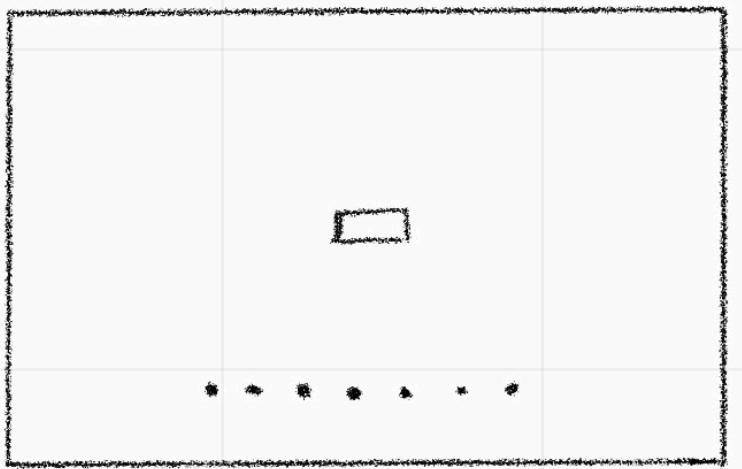
Founded by Niander Wallace in 2025, and the successor to the Tyrell Corporation, the Wallace Corporation is the second manufacturer of the Nexus line of replicants.



# Sketches

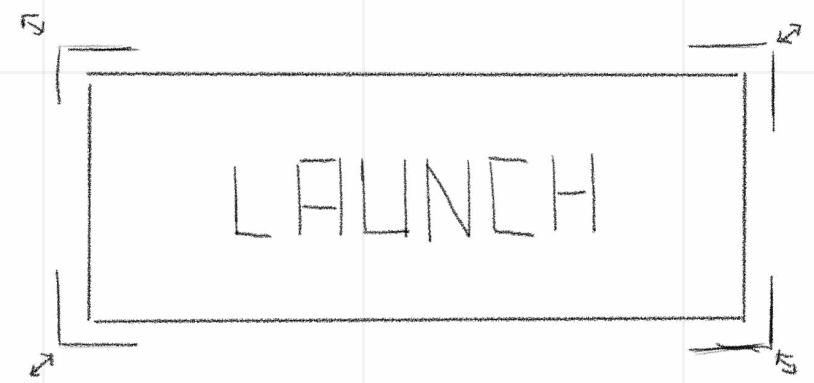
# Will McCloskey – Interactive III - Launch Button

General Storyboards



# Will McCloskey – Interactive III - Switches

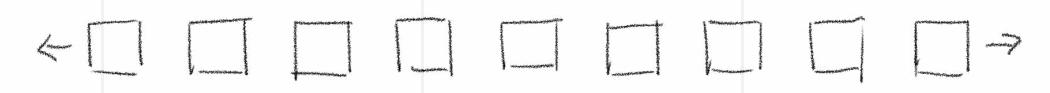
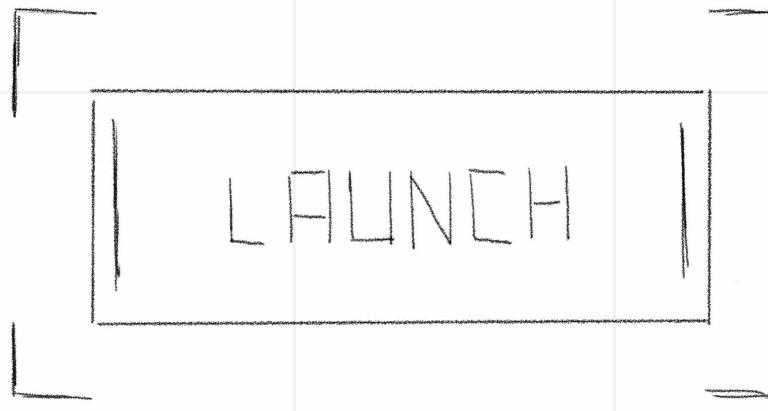
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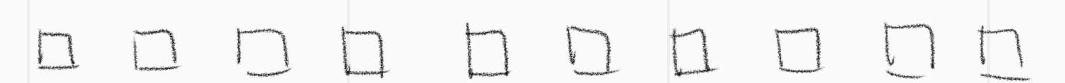
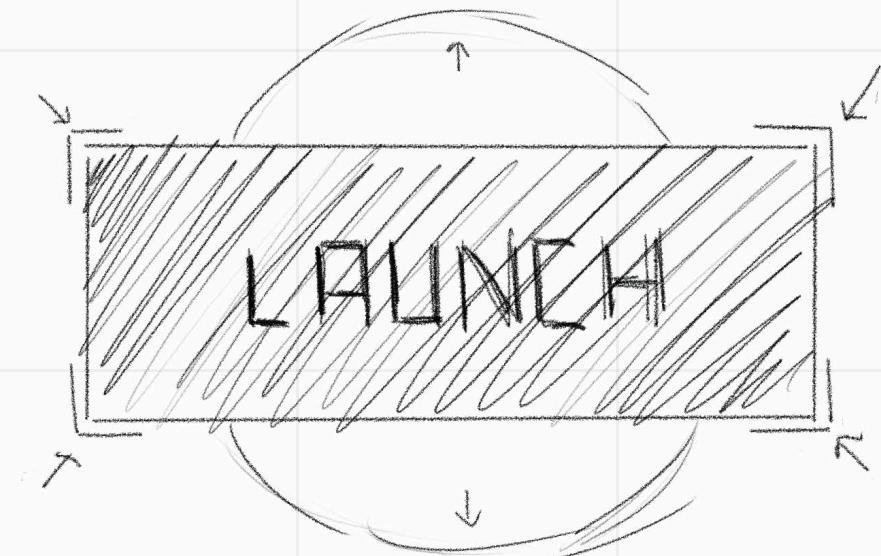
Inactive



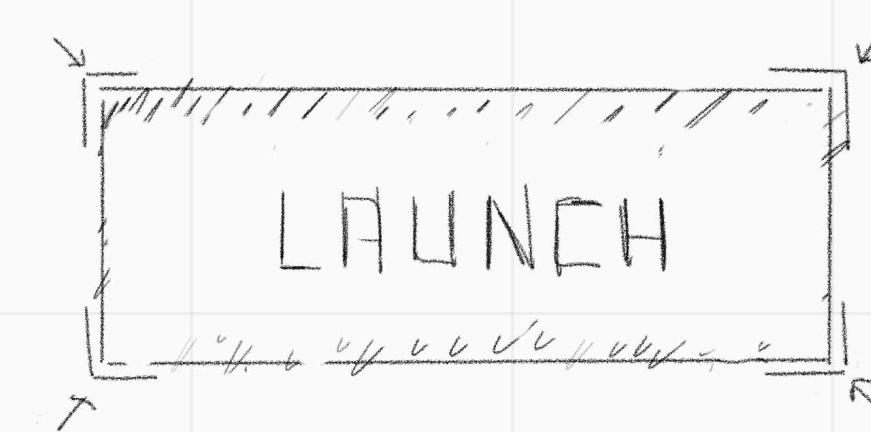
Hover



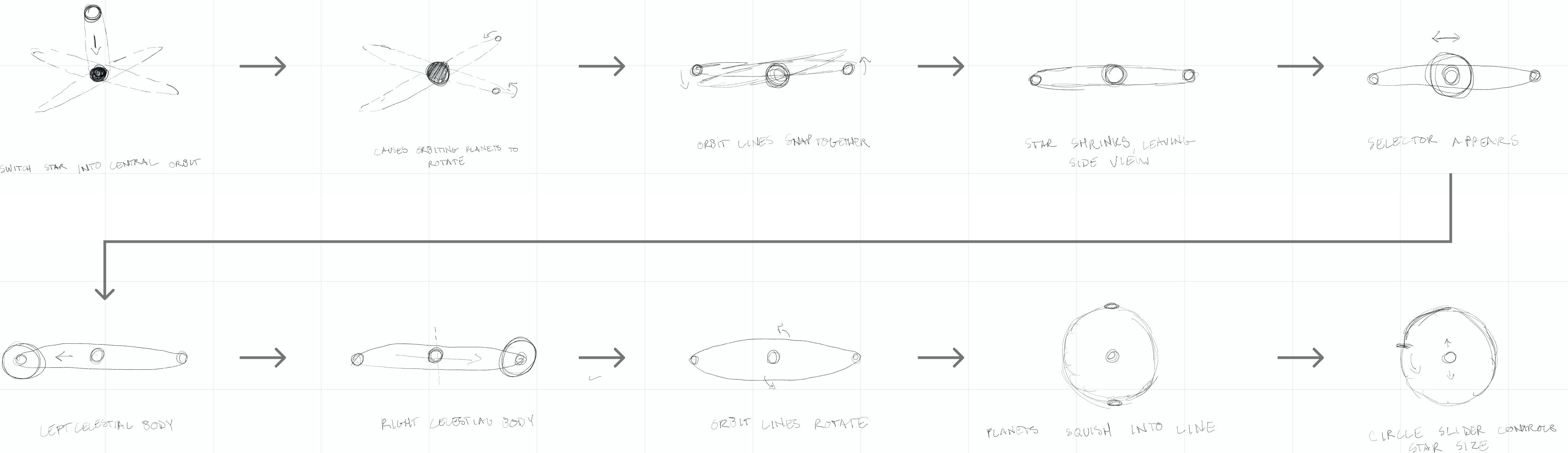
Clicked



Transition

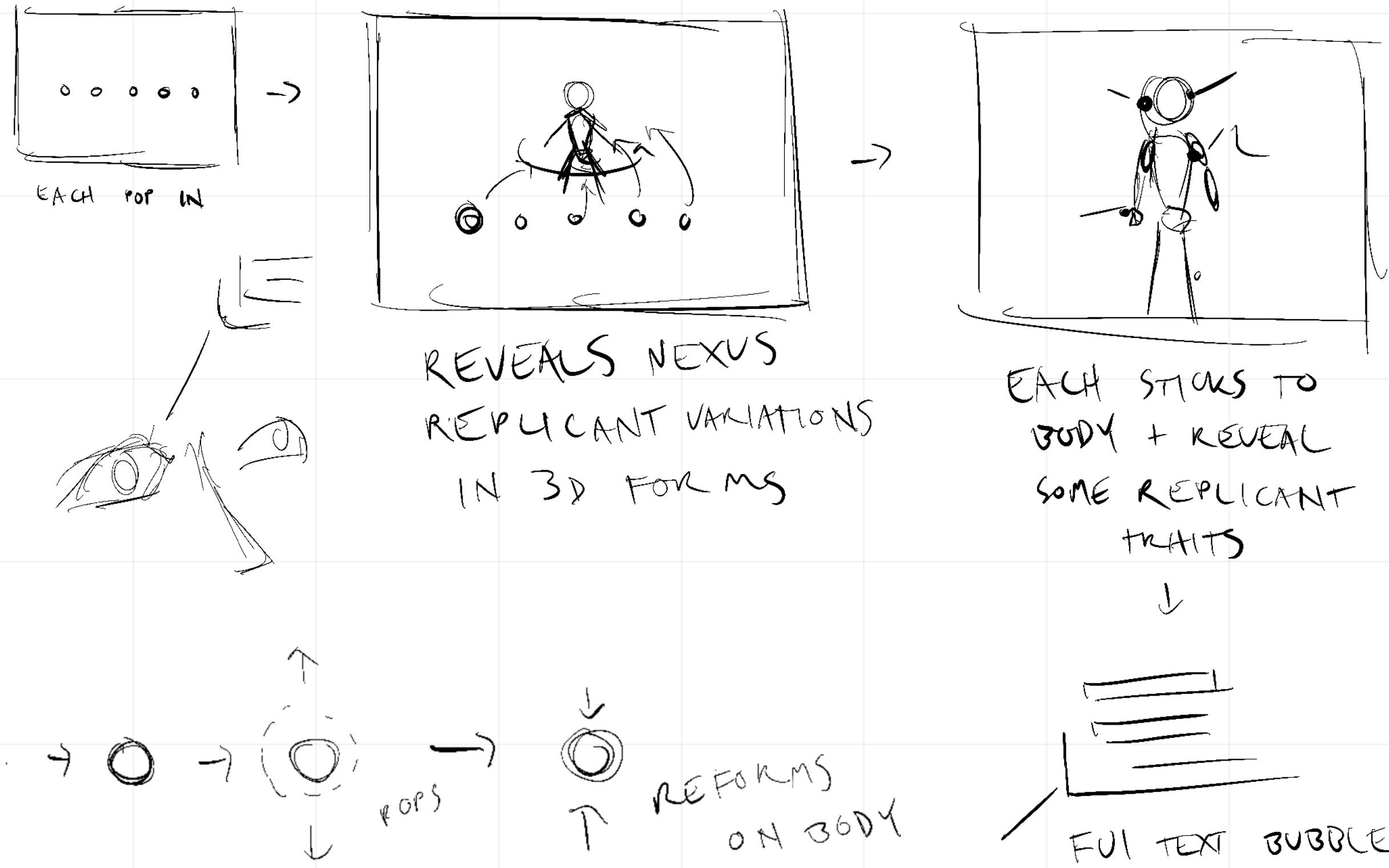


## Will McCloskey – Interactive III - Switches



The switches allow for a generalistic planetary control -  
sliding planets around and altering their orbits

## Will McCloskey – Interactive III - Radio Buttons



The radiobuttons were originally planned to showcase the different parts of a replicant, but eventually evolved into a more familiar, user friendly look

# Final Animations

# Launch Button

The launch button, used to introduce the app, was meant to set the mood and expectations for how the app would move and look, essentially giving something of a grand entrance.

Users tap the glowing triangle, and the app boots up, eventually passing the user and giving the impression that it has entered their space.

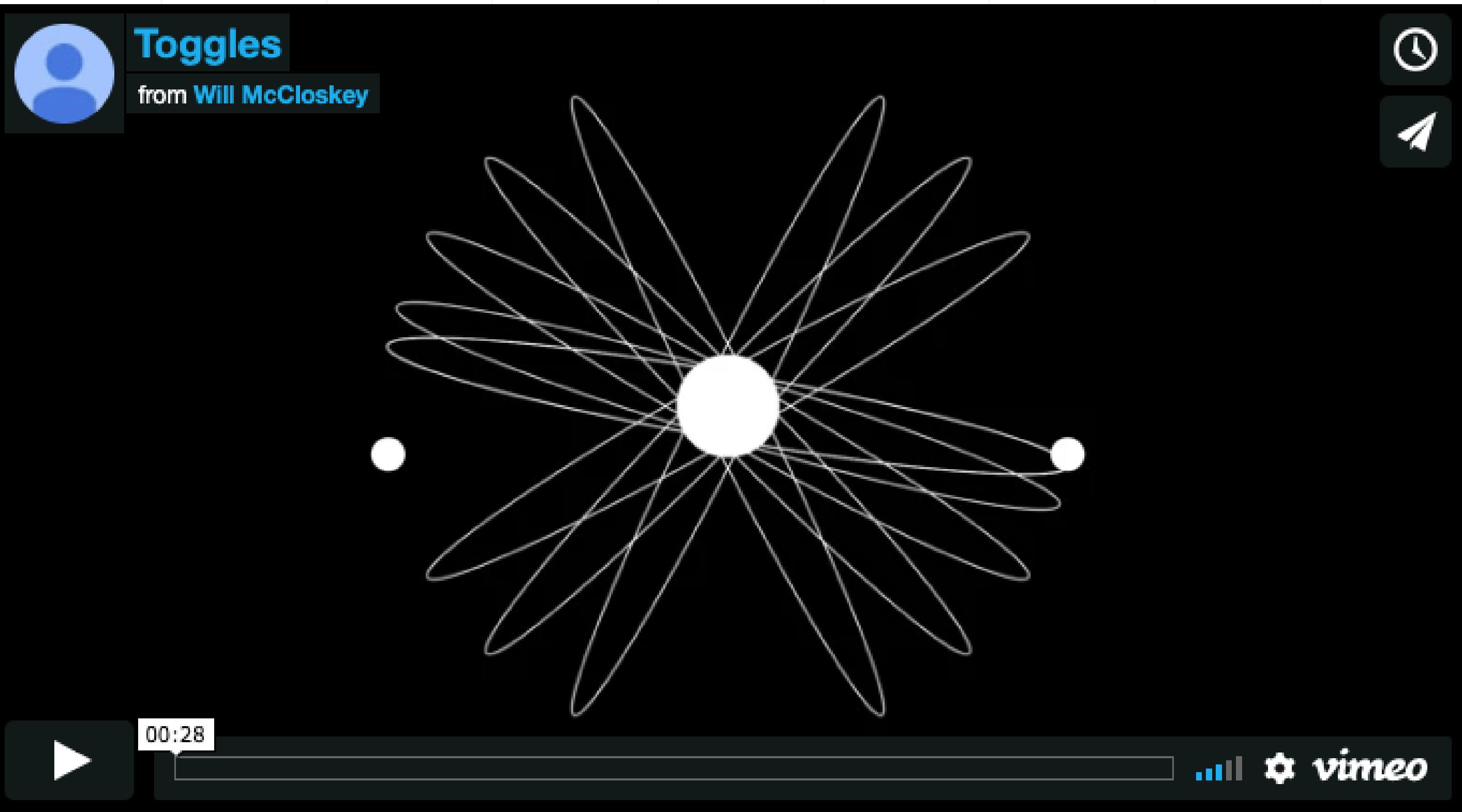


<https://vimeo.com/409932561>

# Toggle Switches

The toggle switches, while a little more abstract, represent a planetary control system. These switches allow the user to control every aspect of their solar system.

Users enter a system by swiping down and changing its orbit, eventually modifying the heat output of its star.

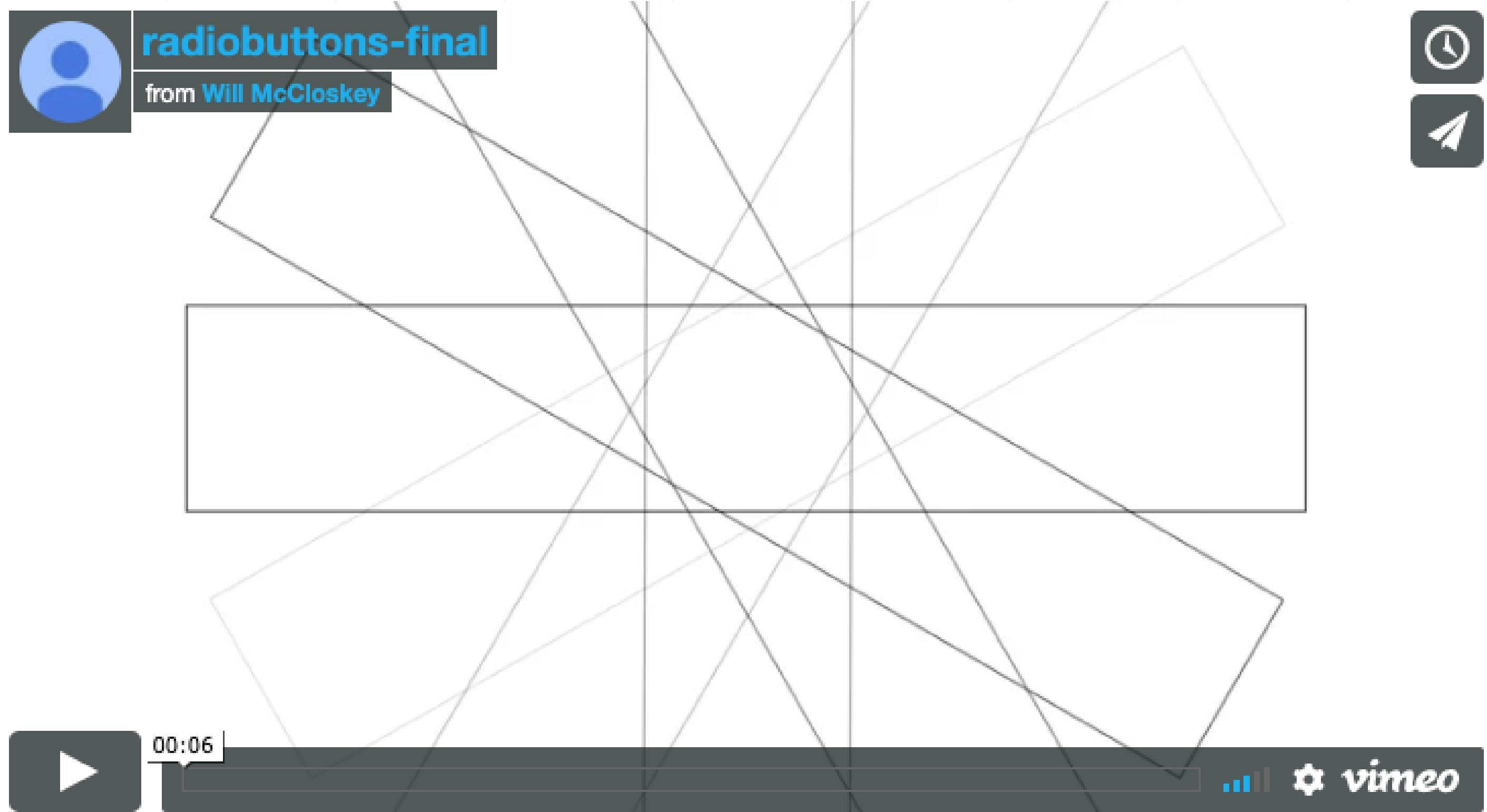


<https://vimeo.com/409933277>

# Radio Buttons

The radio buttons reflect a more natural entry into the cyberpunk genre, echoing similar product design to the 21st century.

After entry, these buttons allow users to select from a series of sequences, which will be configured after continuation.



<https://vimeo.com/409932668>





**Thank you!**